REMARKS

Claims 3, 11, and 15 are amended. Claims 3-18 are pending.

The amendments to the claims are based on the application as originally filed, such as paragraph [0005] of the application as originally filed which recites that a "customer accesses or is delivered a web page with her computer or other online devise. She either types or inputs in some way onto that web page ...". Therefore, no new matter has been added.

In the office action, claims 1-5, 7-13, and 15-17 were rejected under 35 U.S.C. § 102(b) in view of "realname"; that is, a collection of articles and web pages listed as "realname 1" through "realname 8"; and claims 6, 14, and 18 were rejected under 35 U.S.C. § 103(a) in view of "realname" and Official Notice.

Claims 1-2 had previously been canceled.

It is respectfully submitted that the rejection under 35 U.S.C. § 102(b) in view of "realname" is not a proper anticipation rejection, since "realname" is not a single reference, but instead, as characterized by the Examiner, "realname" is "a collection of articles and web pages".

M.P.E.P. § 2131.01 - MULTIPLE REFERENCE 35 U.S.C. 102 REJECTIONS states that:

"Normally, only one reference should be used in making a rejection under 35 U.S.C. 102. However, a 35 U.S.C. 102 rejection over multiple references has been held to be proper when the extra references are cited to:

(A) Prove the primary reference contains an "enabled disclosure;"

(B) Explain the meaning of a term used in the primary reference; or

(C) Show that a characteristic not disclosed in the reference is inherent.

See paragraphs I-III below for more explanation of each circumstance".

It is respectfully submitted that no suggestion has been made in the current office action which meets the requirements of 35 U.S.C. § 102 and M.P.E.P. § 2131.01 allowing the cited collection of articles and web pages termed "realname 1" through "realname 8" to be cited against the present invention as an anticipation rejection.

In addition, it is respectfully submitted that the rejection under 35 U.S.C. § 102 in view of "realname" is also not a proper anticipation rejection, since the "collection of articles and web pages", referred to as "realname 1" through "realname 8", has each document published on different dates, ranging from March 12, 1998 to September 2000.

Accordingly, it is respectfully submitted that possible changes to the "realname" service over at least the 2.5 year span of time of such articles and web pages prevent the "collection of articles and web pages" about the "realname" service from clearly, reliably, and completely describing every single element, step, and feature of the present invention, as required under 35 U.S.C. § 102.

Furthermore, it is respectfully submitted that the rejection under 35 U.S.C. § 102 in view of "realname" is also not a proper anticipation rejection, since the "collection of articles and web pages", referred to as "realname 1" through "realname 8", has each document published by different sources. In citing the copies of "realname 1" through "realname 8" in the present office action, the Examiner obtained such copies using ProQuest on March 1, 2007 or March 2, 2007. However, the original sources of these documents include numerous different sources, including Business Wire, Network Magazine, the Financial Times, Computer Dealer News, InfoWorld, Network World, and the RealNames homepage.

It is respectfully submitted that such diverse sources of information regarding the "realname" service, including different writers and different perspectives, prevent the "collection of articles and web pages" about the "realname" service from presenting a single clear, reliable, and complete description of every single element, step, and feature of the present invention, as required under 35 U.S.C. § 102.

Accordingly, reconsideration and withdrawal of the rejection of claims 3-18 under 35 U.S.C. § 102(b) are respectfully requested.

However, in the event that the Examiner maintains that the rejection of claims 3-18 under 35 U.S.C. § 102(b) is proper, it is respectfully submitted that claims 3-18, as amended, are patentable over the "realname" references.

Independent claims 3, 11, and 15 are amended to clarify that the user inputs a user-selected brand name into an online device accessing a predetermined webpage as a portal to a predetermined website. The predetermined webpage of the present invention is the webpage of the website providing the capability of searching a plurality of brand names for a first match of the inputted user-selected brand name, and the predetermined webpage is different from the webpages associated with URLs found in the search.

The "realname" references do not disclose or suggest using an online device accessing a predetermined webpage as a portal to a predetermined website, as in the present invention.

In fact, the "realname" references teach away from the present invention, since the "realname" references specifically require that the user download and install software to their local computer or online device to access and use the "realname" system.

In the document listed as "Realname 1", Business Wire, March 12, 1998, page 3, second full paragraph, "realname 1" states that "centraal provides an open application programming interface (API) allowing the delivery of the real name service to all Internet users".

One having ordinary skill in the art would recognize that the use of the Real Name API interacting with an Internet application such as a browser is not a predetermined webpage as a portal to a predetermined website, as in the present invention. Typically, such APIs are plug-ins to the browser or are overlays to the browser, such as a "skin", to interact and interface with the user by providing an interface different from the browser interface.

However, one having skill in the art would recognize that such APIs are applications written in dynamic code to interact and operate with the browser, as opposed to webpages, since webpages such as the predetermined webpage of the present invention are typically written in fixed and static HTML code which is directed to merely providing a graphic display of text as well as input fields for entry of user inputs.

In addition, in the document listed as "Realname 2", Business Wire, July 14, 1999, page 2, ninth full paragraph, "Realname 2" states that "With its downloadable software, the RealNames service functions in the URL location bar of all popular browsers". Typically, such URL location bar enhancements are provided by overlays using software separate from but interacting with a browser, in the manner of a "skin", that is, a theme or customized appearance of the graphic user interface.

One having ordinary skill in the art would recognize that the downloadable aspect of the software implementing the RealName services as well as the functioning "in the URL location bar of all popular browsers" are not a predetermined webpage as a portal to a predetermined website, as in the present invention.

Accordingly, the RealName service and functionality, as described in at least "realname 1" and "realname 2", are implemented as a software application which must be downloaded, installed, and using an API to interact with the browser of the user.

On the contrary, the present invention does not use or require installation of software separate from the browser, since the present invention only provides and needs a predetermined webpage as a portal to a predetermined website, as in the present invention.

One having ordinary skill in the art would also recognize that the present invention has numerous advantages over the "realname" service, since the implementation of the predetermined webpage as a portal to a predetermined website is much simpler to create as well as to use than separate software for the API of the "realname" service. Website creation for implementing the present invention using HTML and existing webpage creation software is routine and simple to provide the HTML to accept and process user inputs for searching by the server of the predetermined website of the present invention.

On the contrary, the "realname" service must be implemented and tested by professional programmers to ensure that the downloaded "realname" software properly interacts and operates with any type of browser of any type of user.

In addition, the end user of the present invention is not required to install the present invention onto the computer or online device of the user, but instead the end user merely needs an Internet-based browser capable of accessing the predetermined webpage of the predetermined website of the present invention to input brand names to be searched.

On the contrary, end users of the "realname" service must have the technical capability to install the "realname" software. Accordingly, the present invention is easier to implement than the "realname" service described in the "realname" references cited in the office action.

Finally, one having ordinary skill in the art would not look to the "realname" service for the present invention, since increased concerns of Internet users regarding security and identity theft would make users wary or against installation of the "realname" service software, which one might suspect capable of breaching the security of the users' computer or online devices and any network firewalls or security software, and even spying on the computer usage of the user or planting computer viruses or other malicious software upon installation of such unknown software of the "realname" service. In addition, such "realname" services have no guarantee that other software would not exploit the "realname" API to comprise the computer or online device of the users who install such "realname" software.

On the contrary, the present invention only requires access to and display of the predetermined webpage of the predetermined website which would not raise such security or spying concerns of the "realname" software, and in fact the predetermined webpage of the present invention would be within the normal browsing capability of the Internet browser of the user in the normal course of accessing the Internet.

Therefore, since the "realname" services lacks a predetermined webpage as a portal of the predetermined website, as in the present invention, and since one skilled in the art would not look to the "realname" services for the elements, steps, features, and advantages of the present invention, claims 3-18 are patentable over the "realname" references.

The Office Notice in connection with television embodiments does not cure the deficiencies of the "realname" references, in that television embodiments of browsers do not negate or avoid the requirement of installing and using the API and downloadable software of the "realname" services with the disadvantages described herein. The present invention implemented in television embodiments only requires such web-based television embodiments to

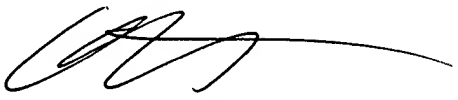
be capable of accessing a predetermined webpage as a portal of the predetermined website, which is much easier to use than the "realname" service.

Therefore, claims 3-18 are patentable over the "realname" references and/or the Official Notice, individually or in combination, so reconsideration and withdrawal of the rejections of claims 3-18 are respectfully requested.

Accordingly, entry and approval of the present amendment and allowance of all pending claims are respectfully requested.

In case of any deficiencies in fees by the filing of the present amendment, the Commissioner is hereby authorized to charge such deficiencies in fees to Deposit Account Number 01-0035.

Respectfully submitted,



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